

Automotive Daily News



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N. Y. LEGISLATURE FAVORS GAS TAX OF 1 OR 2 CENTS

Compulsory Insurance And Higher Fines Opposed

ALBANY, N. Y., March 13.—All bills providing for compulsory insurance and increasing the amount of money collected in fines for violation of the motor vehicle laws to the localities, are meeting the united opposition in the Legislature of automobile owners and dealers' associations.

A revival of interest, however, has taken place regarding the gasoline tax, with a levy of 1 or 2 cents favored. Several bills on this proposal have been introduced and will be threshed out next week. It is believed.

At the hearing before the Senate and Assembly internal affairs committees the compulsory bonding proposals were declared to impose an unfair burden on the 96 per cent. of motorists, who are never in or cause accidents. H. K. Maples of the New York automobile club declared that the state did not now have sufficient knowledge on the working out of such a plan and suggested that the Legislature wait to learn the success of compulsory bonding legislation just put into effect in Massachusetts and other states.

John R. Powers of the Rochester Automobile Club asked why the 96 per cent. of motorists who are never in accidents should have to pay for those who were.

Both Harry C. Bragg, general manager of the Automobile Merchants Association of New York, and Horace A. Rayno of Albany, president of the Empire State Automobile Merchants Association, opposed the bonding bills on the ground that they were discriminatory and unfair to motorists.

They also objected to permitting localities to retain more of the money taken in fines, holding that they merely legalized speed traps. L. J. Skinner of Medina and Melvin T. Bender, counsel for the New York State Automobile Association, declared that the speed-trap evil was well taken care of by the present law, which allowed villages to retain money from fines only up to \$1 per capita and that they were against any change.

Representatives of the automobile association were strongly in favor of the proposal that the operators' licenses of persons, who cause an accident in driving their cars while intoxicated, be revoked. They also favored the measure taking away for five years the licenses of drivers, who are convicted of carrying liquor.

GAIN IN SOUTH AMERICA

Chicago, March 13.—Products of United States factories have made big post-war gains in South America, said E. J. Gittins, president of the National Association of Farm Equipment Manufacturers, of Racine, Wis., while in Chicago, upon his return from a four-months' business survey of that country.

Detroit Employment Still Showing Gains

Special from A. D. N. Washington Bureau
Washington, March 13.—Employment in Detroit continues on an upward trend, it was revealed today in a survey of current business compiled by the United States Department of Commerce.

The number of workers, employed principally in automotive plants in the motor metropolis, last month aggregated 270,395, as against 261,602 in January, and 211,191 in February, 1925.

HEAVY SELLING AT BOSTON SHOW

Salesmen Kept Busy Taking Orders as Event Closes

Boston, March 13.—A different type of crowd, and one that includes a large percentage of buyers, was noted by dealers at the Boston Automobile Show, which closes tonight. Salesmen were almost at a premium during the latter afternoon and early evening as another record attendance at the turnstiles at the gate.



C. I. Campbell
clicked through
the gate.

Chester I. Campbell, show manager, expressed himself as being highly pleased with the success of the show this year.

On the whole, it is to be noted that heavy selling is being done in the medium priced lines, with a high percentage of orders taken in higher priced lines. Accessory dealers report excellent progress, with a strong interest being shown in the balcony filled with accessory manufacturers.

Among the models attracting attention is the Cadillac four-passenger, custom built phaeton. This model is a sporty type car, with a red paint job. The rear seat is divided by an arm. The car at the show is the second one in New England, and was sold the first day of the show.

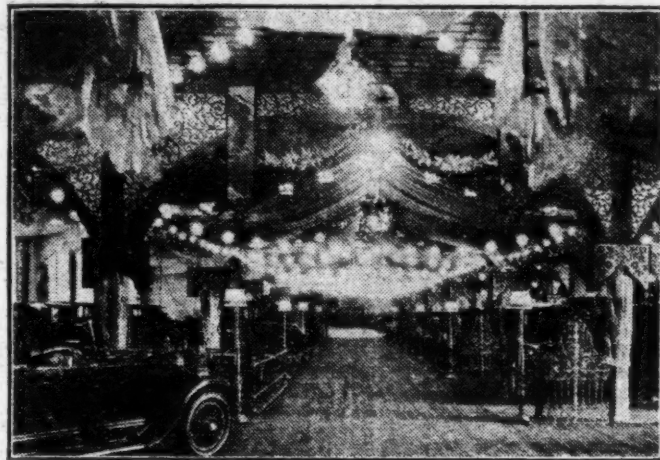
Among other meetings held were those of the Automotive Electrical Association of New England at the Hotel Westminster; Reo dealers of New England at the Chamber of Commerce, addressed by J. M. Linscott, New England distributor, and Velle dealers, at the Hotel Lenox, addressed by President L. W. Velle.

NASH-AJAX SALES GAIN 116.3% FROM AUTO SHOWS

Kenosha, Wis., March 13.—With the automobile show season in large metropolitan centers drawing to a close a survey of Nash-Ajax retail sales at the principal shows this year presents an illuminating picture of the gathering momentum that forced February production to 14,148 cars.

Everywhere last year's record show business has been eclipsed by the bona fide retail sales of 1926. Shows in fourteen of the principal cities record an average gain of 116.3 per cent.

SUMPTUOUS SETTINGS. The "Hall of the Indies" at Mechanics' Hall, where the Boston Auto Show was held last week. All previous records for show attendance were broken.



STANDARDIZED AUTO WANTED IN GERMANY

Washington, March 13.—Representatives of various German automobile firms are holding negotiations looking to a reorganization of the industry on a large scale in order to prepare for the production of a standardized type motor car of about eight or ten horse power, the United States Department of Commerce was advised today by cable from Berlin.

RENTED CAR TO ECLIPSE TAXI

So John Hertz Tells Members of Drivur- self Assn.

Chicago, March 13.—Delegates to the First National Convention of the American Drivurself Association, which closed here yesterday, heard John Hertz, taxicab king and motor bus manufacturer, outline a plan for the organization of rented and self-driven cars to representatives of the motor livery business from thirty-two states.

Mr. Hertz predicted that the infant industry which supplies cars to the individual driver for a certain rental per mile will outstrip the taxicab business five to one in the next few years, and urged those assembled to play the "mile market" for a steady rise.

"The possibilities held in this new system of individual transportation are literally unlimited," he declared. "After less than a year of organization work, the rented and self-driven automobile is a recognized factor in our transportation scheme."

"Within sixty to ninety days I predict that it will be possible for a man to walk from his office in Chicago to one of the rental stations, take out a first class car, drive it to St. Louis or New York, pay his nominal mileage charges to a rental depot at his destination, and proceed about his business with no more thought of transportation worries."



John Hertz

BUS MEN FIGHT CUMMINS BILL

To Oppose Measure at Hearings in Wash., March 22-23

Special from A. D. N. Washington Bureau
Washington, March 13.—The Cummins bill, sponsored by the National Association of Railroad and Utilities Commissioners, is pending before the Senate Committee on Interstate Commerce.

As Congress is tentatively scheduled to adjourn about May 1, the motor bus interests hope to present at the hearings, March 22 and 23, sufficient pressure to squelch the measure at this session of Congress.

While in Washington for the hearings, the motor bus representatives will meet to perfect through the American Automobile Association a permanent national organization. Prior to the Senate hearings, they will meet March 19 to determine on changes which they desire in the bill to protect their industry more adequately.

Establishment of a permanent national organization already is assured, as bus associations in fifteen states now have affiliated with the bus division of the A. A. A. At the conference here permanent officers will be elected, and other arrangements perfected on a country-wide scale.

States represented at the meeting will include Oregon, Washington, California, Michigan, Illinois, West Virginia, Kentucky, Virginia, Pennsylvania, Massachusetts, Arizona, Ohio, North and South Carolina, and Texas. The Texas delegation will include representatives of the Southern Bus Owners' Association, which operates also in Arkansas, New Mexico, Oklahoma and eastern Louisiana.

On March 21, after completing its organization work, the legislative committee of the Bus Division will confer with legislative committees of the National Association of Railroad and Utilities Commissioners, the American Railway Association and the American Electric Railway Association, in an effort to arrive at an accord on the Cummins bill.

GENERAL MOTORS SALES SET NEW HIGH FOR YEAR

March Business Sur- passing That of Jan. and Feb.

NEW YORK, March 13.—General Motors Corporation business has shown sharp increases since the first of the year, and it is expected sales in March will exceed 110,000 cars and trucks, according to Dow, Jones & Co.

This would establish a new high monthly record, as the corporation in monthly sales has never before crossed the 100,000 vehicle mark. Its previous monthly peak was in October, 1925, with total sales of 95,364 cars and trucks.

The steady gain is shown by comparison of the March schedule with actual sales of 53,964 in December, 1925, with 76,238 in January this year and around 90,000 last month.

The anticipated March sales of 110,000 are at the rate of more than 1,250,000 vehicles annually and the large volume of business which the corporation is enjoying is indicated by comparison of this rate with the total sales of 835,749 cars and trucks in 1925, a record year.

For the first three months of 1926 it is estimated General Motors will sell upwards of 275,000 cars and trucks, which would establish a new high quarterly record and compare with sales of 155,315 in the corresponding period of 1925. The previous record in quarterly sales was in the second quarter of 1925, when the total was 233,894 vehicles.

Government Fights 'Cracking' Patents

New York, March 13.—Papers have just been filed in the Federal Court in Brooklyn in an action in equity by which the United States government proposes to cancel the patents held by the Texas Company for the manufacture of gasoline by the "cracking process." The papers declare that this process was part of the common knowledge of oil refiners in 1919, and was fraudulently patented.

The action has been brought on behalf of the Patent Office against the Texas Company and Joseph H. Adams of Brooklyn, who procured the patents for the company.

A business estimated at \$100,000,000, it is said, has been built up on the "cracking" patents by the Texas Company in association with the Standard Oil Companies of New Jersey and Indiana, the Gasoline Products Company and forty-six other companies. The government proposes to dissolve this combination through withdrawal of the patents. The companies' common use of the process, the government states, in their defense for being found in combination.

Inbound and Outbound Freight Movements Higher

By WALTER BOYNTON

DETROIT, March 13.—March's first two weeks saw a more nearly balanced traffic situation in the territory of the Pere Marquette. Conditions, with the single exception of Saginaw's outbound, are uniformly good.

Saginaw's inbound freights are 67 per cent. higher than they were a year ago, so the outlook for trade from that territory is considered good.

Though the first quarter of 1925 was one of high figures for the Detroit territory, the first week of March this year shows 60 per cent. greater outbound and 68 per cent. greater inbound than were recorded in the same period of last year.

As usual, the automotive industry heads the list. Paige-Detroit, Studebaker, Lincoln, Hupp Motor and Packard are particularly active; allied industries, represented by Fisher Body, Timken-Detroit Axle, Briggs Manufacturing Company, Ternstedt, Detroit Copper and Brass Rolling Mills, Detroit Seamless Steel Tubes Company, Hanna Furnace Company and Certainteed Products are especially busy.

- Buick Motor Company and Flint Motor Company are combining to bring up the figures from the Flint territory, both inbound and outbound, and at Lansing there is especially good business being done by Olds Motor Works, Durant Motors, Inc., and Motor Wheel Corporation. Feeling is generally optimistic, touching the prospect for high-record business for the balance of the first half year.

Grand Rapids shows a 13 per cent. better outbound and a slight betterment in inbound figures.

Clearing up of the anthracite situation has resulted in freer movement at Buffalo; there is a 17 per cent. increase in eastbound, and a 21 per cent. increase in westbound. Toledo's gateway movements are 55 per cent. better than a year ago, and the translake shipments for Lake Michigan are about the same as for 1925.

GARDNER MOTOR CAR CO. PROMOTES FREEMAN

St. Louis, March 13.—L. C. Freeman has been elected vice-president in charge of engineering and production of the Gardner Motor Car Company.

This phase of the Gardner business has been under his supervision for the past nine months, and many of the advanced characteristics of the Gardner Eight-in-Line and Gardner Six were first sponsored by him.

Detroit, March 13.—J. William James, of Cadillac's advertising department, is confined to his home by an attack of the prevalent grip which is very general among automobile men just now.

Latin-American Editors to Visit Chief Automotive Centers of U.S.

Special from A. D. N. Washington Bureau
Washington, March 13.—Accompanied by representatives of the National Automobile Chamber of Commerce and the American Automobile Association, editors from Latin-American countries, following the Pan-American congress of journalists here in April, will be taken on a tour of inspection of the principal centers of the American automotive industry, it was announced here today.

The tour will begin April 23, following a dinner in New York on the previous night. The delegates will spend several days in Detroit, inspecting automobile

SALEM ELECTRIC BUSY ON FURNACE ORDERS

Alliance, Ohio, March 13.—Furnace orders from automobile manufacturers will keep the Alliance-owned plant of the Salem Electric Furnace Company at Salem, fifteen miles east of here, booming the remainder of 1926, officials state.

Orders for two furnaces to cost close to \$90,000 have just been received from the Dodge Brothers Company to be installed in their Detroit factory. These are to be used for annealing steel.

The latest orders follow closely upon the heel of an \$100,000 order from Dodge.

Salem furnaces have just been installed in the General Motors, the Studebaker, the Franklin and the Nash companies.

Begin Production Of Plate Glass

St. Paul, Minn., March 13.—Production of plate glass, radiators and batteries began today at the St. Paul Ford plant.

There was little ceremony about the beginning of actual manufacturing operations, although officials of the company were present to witness the "delivery" of the first unit in each line.

The production for several weeks will be comparatively low, but before the summer months it is expected that 2,200 batteries, 1,000 radiators and 10,000 square feet of plate glass will be turned out daily, according to S. A. Stellwagen, in charge of the plant here.

Heretofore the St. Paul plant has been used exclusively for the assembling for Northwest distribution of Ford cars.

BATES NEW SECRETARY OF N. Y. STATE AUTO ASSN.

Albany, March 13.—Warner Bates of Buffalo was named to succeed Herbert W. Baker of this city as secretary of the New York State Automobile Association at a meeting of the directors here this week. Mr. Baker, who resigned, will leave on March 21 to become secretary of the Florida State Automobile Association.

Herbert W. Meldrum, newly-elected president of the association, presided for the first time. He announced the following appointments as committee chairmen: Law and legislative, L. J. Skinner; Medina; membership, M. L. Gregory; Corping; road signs, Edward Tilton; Waverly; good roads, Frank M. Baucus; Troy, and audit, W. C. Wilke, Amsterdam.

WILLIAMS TO SPEAK

Indianapolis, Ind., March 13.—G. M. Williams, president and general manager of the Marmon Motor Car Company, will address members of the Advertising Club of Indianapolis at luncheon Thursday, March 18.

plants, later going to Akron for a study of the rubber industry. Various other industries will be inspected in Chicago, Buffalo, Pittsburgh, Philadelphia and New York city.

What the automobile has done for America and its relation to highways will be graphically shown at the congress here, which will be held under auspices of the Pan-American Union.

The congress was called as an effort toward bringing the Latin-American newspaper men into closer harmony with conditions in the United States and to develop a better understanding of mutual problems.

NEW GARDNER SEDAN. The addition of a seven-passenger sedan on an eight-in-line chassis has been announced by the Gardner Motor Company, Inc., St. Louis. The chassis has a 135-inch wheelbase. The motor has a slightly larger bore—3 1/4 inch with a 4 1/2-inch stroke. Its piston displacement is 298.6 cubic inches.



U.S. Crude Rubber Imports Total 34,067 Tons in Feb.

NEW YORK, March 13.—Imports of crude rubber into the United States during the month of February reached an estimated total of 34,067 tons, as compared with 23,456 tons imported during the same month last year, according to figures compiled by the Rubber Association of America, Inc.

Figures for the two months of the year ended February 28 show an approximate total importation of 72,764 tons of rubber as compared with the first two months of last year, during which time only 53,416 tons were brought into the country.

A comparison of importations during the first two months of 1925 and 1926 is contained in the following table:—

	Feb. 1925	Feb. 1926	Total importations 2 months ending Feb. 28, 1925	1926
Plantations	21,740	31,832	50,220	58,204
Paras	1,203	1,548	2,192	2,494
Africans	120	227	445	1,018
Central	224	250	278	765
Guayule	163	204	275	357
Maniocaba	6	6	6	16
Matto Grosso	6	6	6	16
	23,456	34,067	53,416	72,764

Imports of crude rubber from the various countries were as follows:—

FROM	TONS
Batavia	1,458
Belawan-Deli	2,012
Colombo	1,910
Hamburg	1,910
Japan and others	45
Liverpool	109
London	4,188
Malacca	867
Penang	2,932
Port Swettenham	1,899
Rotterdam	244
Samarang	166
Singapore	14,821
Sourabaya	497
	31,832

*Plantation Rubber Imports estimated at 202 pounds per package.

Africans	TONS
Antwerp	15
Bordeaux	110
Hamburg	8
Havre	7
Lisbon	1
Liverpool	6
London	5
	227

Centrals and Guayule	TONS
Centrals (Mexico and Central America)	250
Guayule (Mexico)	204
	454

Paras	TONS
Munroe	1,283
Pata	265
	1,548

Gums, Waste Rubber, Etc., Imported From Various Sources	TONS
Waste	729
Belata	19
Miscellaneous Gums	728

Imports of plantations during the month of February showing ports of origin and arrival are as follows:—

From	Arrived at	Tons
Batavia, Boston	181	
Batavia, Los Angeles	297	
Batavia, New York	986	
Belawan-Deli, Boston	61	
Belawan-Deli, New York	1,952	
Colombo, Boston	84	

DRYSTADT, GEN'L SERVICE MANAGER AT CADILLAC

Special from A. D. N. Detroit Bureau
Detroit, March 13.—Nicholas Drystadt has been made general service manager at the Cadillac Motor Car Company, coming to the factory from Chicago, where he has been in charge of the branch service department for a number of years. He is well known to the automobile fraternity as an engineer and as a service man with practical ideas. C. H. Trask succeeds him at Chicago.

Ford Entertains Over 700 Farmers

Special from A. D. N. Detroit Bureau
Detroit, March 13.—Ford Motor Company was host last week to 700 farmers from eight counties in Central and North Central Michigan.

The farmers came into River Rouge on a special train and visited the Fordson tractor plant. In the afternoon the train brought them to the Ford Highland Park plant. After an inspection of the passenger-car division, the farmers gathered in the Ford Auditorium, where motion pictures showing the latest advances in the application of power to farming were shown. Other parties of farmers are scheduled to come to Detroit from time to time until every interested farmer within the Ford Detroit Branch territory has been given the opportunity to learn at first hand Henry Ford's much-discussed theories on the "business of farming."

Colombo, New York	1,846
Hamburg, Boston	28
Hamburg, New York	197
Liverpool, New York	45
London, New York	109
Malacca, New York	4,188
Penang, Boston	967
Penang, Los Angeles	228
Penang, New York	65
Port Swettenham, Boston	2,932
Port Swettenham, New York	77
Rotterdam, New York	1,822
Samarang, New York	544
Singapore, Boston	1,510
Singapore, Los Angeles	582
Singapore, New York	12,360
Singapore, Philadelphia	364
Singapore, Portland	54
Sourabaya, Boston	32
Sourabaya, New York	465
	31,832

ADVERTISEMENT

Every 2 1/4 seconds, somewhere in the world, some one buys a Dunlop Tire.

M. T. I. MEN MEET AS TIMKEN GUESTS

Appoint Committees And Elect Officers for Coming Year

DETROIT, March 13.—A large attendance marked the meetings of the Motor Truck Industries, Inc., held recently at the Book-Cadillac Hotel here, as guests of the Timken-Detroit Axle Company, under the leadership of its president, Col. Fred Glover.

The meeting which covered two days consisted of luncheons, dinners, a visit to the Timken organization plant, appointing of committees and nomination of a board of directors and election of officers.

At the first day's session, held under the direction of C. M. McKim of the Continental Motors Corporation, the report of the directors' meeting held early in February at Chicago was read and approved. Changes were made to strengthen several of the committees which earlier had been appointed and a general discussion ensued on the work already accomplished by the ratings committee. A vote of appreciation was given the committee for its work.

A master committee, composed of the chairmen and vice-chairmen of each of the sub-committees, was formed on the motion of E. B. Ross of the Clark Equipment Company. This committee will also have on it one representative of the Society of Automotive Engineers.

One motor truck builder will act as vice-chairman on each of the committees working under the master committee, and the secretary was authorized to take up the matter of having an engineer selected and appointed by the S. A. E. to work with the master committee. The first meeting of this committee will be held at Detroit, Wednesday, March 17.

The second day of the meeting was given over to a visit to the plant of the Timken-Detroit Axle Company, with a dinner later at the Book-Cadillac Hotel. The guests were addressed during the dinner by John Younger, an international authority on truck and bus development, who is now a professor at Ohio State University. His topic was the "Trends of Today and Their Direction for the Future."

After the address by Mr. Younger, a report of the progress of the organization during the past year, prepared by the secretary-treasurer H. A. Gramm of Gramm & Kincaid Motors, Inc., of Lima, O., was read into the record.

The committees appointed are as follows:—

Master—J. R. Spraker, chairman; G. W. Wilbur, Fred Glover, C. D. McKim, A. E. Parsons, R. E. Carpenter, R. E. Hayslett, William Morrison, Edw. A. Ross and the officers of the association as ex-officio members.

A nominating committee, who, having been appointed the evening before, composed of C. A. Tupper of the International Trade Press, F. S. Sutherland of the Waukesha Motors, Inc., and R. E. Hayslett of the Hydraulic Steel Company, brought in the following nominations:—

J. W. Stephenson, Indiana Truck Corporation; C. D. McKim, Continental Motors Corporation; Paul Moore, Garford Motor Truck Company; E. A. Gramm, Gramm & Kincaid Motors, Inc.; R. J. Goldie, Rugles Motor Truck Company; J. R. Spraker, Atterbury Motor Car Company; A. E. Parsons, Brown-Lipe Gear Company; L. M. Viles, Huda Motor Company; E. B. Ross, Clark Equipment Company; G. W. Wilbur, United Motor Products Company; G. W. Hayes, Republic Motor Truck Company; Edw. A. Ross, Ross Gear and Tool Company; A. S. Moss, Selden Truck Corporation; Fred Glover, Timken-Detroit Axle Company; R. E. Hayslett, Hydraulic Steel Company.

Advertising Committee—G. W. Love of the Timken-Detroit Axle Company; Albert Metz of the Chilton Company Publications and C. A. Tupper of the International Trade Press.

Finance—R. J. Goldie, chairman, of Rugles Motor Truck Company; Albert Metz of the Chilton Company Publications, Mr. Will of the Witt-Will Company, Washington, and R. J. Corbitt of Corbitt Motor Truck Company.

At the close of the meeting the directors immediately convened and the following officers were elected for the year:—J. W. Stephenson, president; Paul Moore, first vice-president; C. D. McKim, second vice-president; E. A. Gramm, secretary and treasurer.

New and Used Car Sales Improving With Weather

CLEVELAND March 13.—The condition of the new and used car market here during the first week of March and during 1926 to date indicates favorable business conditions.

Orders placed show increases ranging from 10 to 25 per cent. over the same week in 1925. Deliveries of cars during the same period are almost exactly on a level with deliveries the same week in 1925. Almost continuous snowstorms have materially slowed up deliveries, but dealers are agreed that the first break of spring will mark the start of record business for all time.

Distributors and dealers agree that the action of Congress in reducing the automobile excise taxes has proved one of the greatest incentives to buying. Other dealers say that the bulk of orders and deliveries will come after March 15, when income taxes are due. In Ohio the personal property tax also slows up sales until after that period.

Here are the views of dealers in the various price fields:—

Ford—Elf Motor Company, R. K. Porter sales manager: "Sales during the first week of March were 40 per cent. greater than the same week a year ago, deliveries being 65 cars, as against 41 a year ago. February deliveries were almost equal to deliveries in February, 1925, the total being 76 cars, as against 77 a year ago. Prospects for new business are very good. The Ford reductions have materially speeded up sales. Used car sales are very much in excess of a year ago, more used cars being sold yesterday than the first ten days of the year."

Chevrolet—Chevrolet Motors Company, distributor, C. L. Garner, sales manager: "Delivery reports from dealers for the first week of March have not been tabulated, but will run approximately 25 per cent. over the same period a year ago. Business thus far in 1926 runs 95 per cent. greater than during the same period a year ago. Weather conditions have helped up deliveries but orders are being placed in good volume for future delivery."

Studebaker—Studebaker Corporation, Ed Parker, sales manager: "Sales in the first week of March were approximately 15 per cent. greater than during the same week in 1925. The same average holds for the year to date. February deliveries were 100 cars, two more than in February, 1925. Part of the increase in business has been due to a better sales organization."

Buick—Ohio Buick Company, distributor, J. V. Rowan, sales manager: "Orders placed during the first week of March are from 25 to 30 per cent. greater than during the same week in 1925. Deliveries were exactly the same as last year, deliveries being slowed up by the weather. February business was 65 per cent. greater than in 1925."

Packard—Cleveland Packard Company, C. M. Fisk, sales manager: "Sales are very poor because of the weather. Sales in February were five units less than in 1925, deliveries being 21 cars, as against 29 in 1925. Sales were slightly better, 26 being sold in February, 1926, and 25 in the same month last year. Weather is almost a controlling factor. Five cars were sold and five delivered on two sunny days last week."

February Ended With Good Sales in Spokane

Spokane, Wash., March 13.—The closing week in February resulted in sales of new and used cars being unusually strengthened for that period, and indications are that March will be a month of exceptional new car business.

John Doran Company, Hudson-Essex distributor, reported sales of 17 Hudsons and 33 Essex cars in ten days. Used car sales were reported unusually heavy, too.

The last Sunday of the month resulted in an unusually heavy used car business for March-Strickland Company, Star distributor. Ten used cars were sold that day, four of the sales being made without giving demonstrations.

Packard sales were 23 during the month. Tremery Sales and Service, Inc., distributor, reported.

February business was 50 per cent. above last year's, according to Logan-Grant Company, Chrysler dealer, who closed the month with delivery of twelve drive-aways to a country dealer on the last day.

Wells Chevrolet Company made forty-four retail deliveries during the month of February and sixty-nine used cars.

New and used car sales were unusually heavy during February with the largest part of the business during the latter part of the month, according to L. J. Burrows, president of Bellinger-Burrows, Oakland and Pontiac dealers. Sixteen new cars and twenty-seven used cars were sold at retail.

Sales of Cadillacs and Hupps were the best in its history. Standard Motor Company reported.

Evansville Show Aid To Sales in That City

Evansville, Ind., March 13.—The Fourteenth Annual Auto Show staged by the Evansville Automobile Dealers' Association, March 2-6, was a big stimulus to new car sales, according to exhibitors. A

New Dealers

PAIGE-DETROIT

The Paige-Detroit Motor Car Company has appointed new dealers as follows: Broadway Paige-Jewett Company, Chicago, Ill.; J. J. Seymour Motor Company, Cleveland, O.; Westgate Auto Company, Columbus, O.; Bredow Paige-Jewett Sales, Bad Axe, Mich.; Koehler-Frye Sales Company, Dearborn, Mich.; Paige & Jewett Sales, Mount Clemens, Mich.; Ernest Copeland, Lyons, O.; Louis Alarie, Three Rivers, Que.

Stenwall's Garage, Bradford, Ill.; Gabriel Sharpe, Cooperstown, N. D.; South Side Garage, Crosby, N. D.; North Star Repair Shop, Harvey, N. D.; E. E. Shields, Marath, N. D.; Lawrence S. Hunter, Oakes, N. D.; Vivian Morgan, Walcott, N. D.; Claremont Lumber & Hardware Company, Claremont, S. D.; K. G. Dunlap, McIntosh, S. D.; Emil Desotel, Luanda, Iowa; North-east Mississippi Wrecking Company, West Point, Miss.; M. W. Farley, Clark Mills, N. Y.

Hall & Nass, Burlingame, Cal.; Samuel H. Matteson, Stafford Springs, Conn.; Lilly's Garage, Palatka, Fla.; L. E. Treas, Estherville, Ia.; B. G. Graham, Mitchellville, Ia.; Lamb's Garage, Ogden, Ia.; Haskell-Bouchard Co., Boston, Mass.; Lincoln Square Garage, Milford, Mass.; M. C. Faison, Indianapolis, Miss.; E. A. Roemer, Croighton, Neb.; C. L. Bartlett, Claremont, N. H.; Draper Brothers, Wilton, N. H.; Paige-Jewett Co. of Rhode Island, Providence, R. I.; Paige-Jewett Sales & Service, Mitchell, S. D.; Superior Motor Co., Provo, Utah; Square Deal Garage, Schellsinger, Wis.

L. T. Allen Motor Sales, Indianapolis, Ind.; W. G. Reister, Washington, Ind.; Feuerstein Motor Sales, Madison, Ind.

STAR DURANT

The following automobile merchants have recently taken over the sale of Star products:—

Mack Dugan, Sandersville, Ia.; W. C. Caldwell, Muncie, Ind.; Eredine-Fuller Star Sales Company, Chanute, Kan.; Ashland Auto & Service Company, Ashland, Ky.

Miller Motor Company, Henderson; Pickrell Motor Company, Louisville; Smith & Kenerson, Fryeburg; Norman G. Woodbury, Waterville, Me.; Superior Garage, Ironwood, Mich.; Minnesota Implement Company, Twin Valley, Minn.; William Cairney, West Brighton, N. Y.; Donald Miller & Son, Lynbrook, N. Y.; L. L. Towner & Sons, Addison; Yocel Star Sales Corporation, Bronx, N. Y.; Charles C. Young, Middletown, N. Y.

W. E. Finner Auto Company, Rocky Mount, N. C.; Anderson Brothers & Klovstad, Rhams, N. D.; The Rennie-Keyser Company, Bellairs, O.; H. C. Stone Motor Company, Picher, Okla.; Chateau Auto Company, Pittsburgh; Olivet Motor Company, Philadelphia; Yunker Motor Company, McKee's Rocks; Kroka Garage, Kewau-naw, Wis.; Star Auto Company, Menasha, Wis.; Ward Auto Company, Green Bay, Wis.; Caderon y Pinal, San Antonio, Chihuahua; Caderon y Pinal, Parral; Carranza Hnos., Guadalajara; Mexican Motor Sales Company, Pueblo, of Mexico.

THOUSANDS OFFER NAME FOR NEW VELIE SEDAN

Moline, Ill., March 13.—More than 200,000 suggested names for the unchristened Velie sedan, which was one of the leading attractions at the principal auto shows, have been received by the Velie Motors Corporation, and thousands more are pouring in daily from all sections of the country. Many of the names offered are accompanied by elaborate advertising layout and beautifully done painting of designs which interpret the meaning of the name suggested. People in all walks of life have entered this contest.

Velie dealers from coast to coast are being besieged for particulars regarding this sedan and the name contest on it, in which the Velie Motors Corporation have offered to give one of these models to the individual offering the name which, in their opinions, is most appropriate for it.

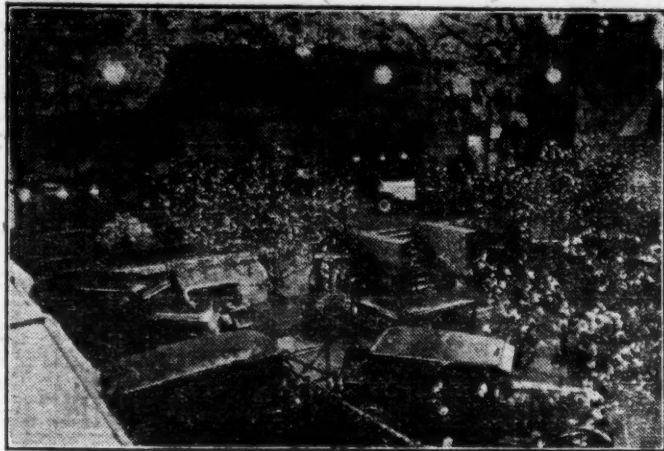
FREDERICK PLANS SHOW

Frederick, Md., March 13.—Preparations are being made for Frederick's tenth annual automobile show to be held in the State Armory here from March 16 to 20. Capt. Robert F. Barrick is in charge of arrangements.

total of 165 new car sales was reported for the week by eighteen local dealers. Of this number 148 are credited to the twelve distributors and dealers who put on the show.

Sales conditions at this season are considered very encouraging for the spring market. Individual dealers report gains of from 10 to 100 per cent. in sales over this period of last year.

AT THE BOSTON SHOW. In the view below is shown the stage in one corner of Grand Hall, where the Boston Auto Show, which ended Saturday, was held. It also shows the elaborate and attractive settings provided for the exhibition of the latest models in the automotive industry.



CHRYSLER OWNERS GIVEN SERVICE IN MILWAUKEE

Milwaukee, March 13.—Chrysler owners in Milwaukee have been rejoicing these past few months over the inauguration of a special service plan by an association of Chrysler neighborhood dealers, under the leadership of the Clark Motor Company, Milwaukee distributor.

Every night at 6 o'clock, two Chrysler cars leave the garage of the Clark Motor Company, and until 3 o'clock in the morning patrol the main thoroughfares, offering free service to any motorist who has the "badge of membership," namely the well known radiator cap and wings.

SET SHOW DATES

Welch, W. Va., March 13.—Automobile dealers have set the week of March 22 to 27 as the date for their annual show.

WATERBURY FORD DEALERS WIN CONTEST AND TRIP

Waterbury, March 13.—After winning the New England championship for Ford automobile sales during a ten-day contest from February 17 to 27, seven members of the Duttee W. Flint organization in Waterbury left, early this week, as the special guests of Mr. Flint on a prize trip to Detroit. The Waterbury office sold 203 per cent. of its quota during the contest, turning over more cars than any of the thirteen D. W. Flint branches in the state during the ten days.

BEAVER CO. SHOW A SUCCESS

Rochester, Pa., March 13.—Reports read of the Associated Automobile Merchants of Beaver County, Pennsylvania, indicated that the automobile show just closed was the most successful in the history of the association.

Solid Trainload of Chevrolets to K. C.

Kansas City, March 13.—A solid trainload of fifty-two cars, loaded with Chevrolet motor cars, was delivered to the Kansas City branch Monday for distribution to Kansas City dealers. The cars were to be delivered within forty-eight hours, I. O. Taft, manager of the Chevrolet branch here, said.

Last week when 400 Chevrolet dealers from Missouri, Kansas and Nebraska met here with factory executives of the company, Kansas City dealers told R. H. Grant, vice-president and general sales manager, of their need for more cars. Grant conferred with E. W. Fuhr, regional sales manager, who telephoned the St. Louis plant of the company to ship a train load of Chevrolets to the Kansas City branch to supply the demands of dealers. Every Chevrolet dealer here is reporting a big increase in sales, with the ability to supply virtually the only limit.

LEADERS LISTED IN FRANKLIN SALES CONTEST

Syracuse, N. Y., March 13.—Among the leaders in the Franklin Automobile Company's sales contest at the end of February were:—

George Williams, Milwaukee; H. E. Gregory, Atlanta, Ga.; William G. Hopkins, Philadelphia, Pa.; Stanley S. Woods, Chicago; Leo J. Trost, Houston; J. R. Mize, Jr., Daytona Beach; F. J. Chambers, Atlantic City, N. J.; J. A. Abbott, Pensacola, Fla.; A. J. Torgerson, Anaconda, Mont.; and Paul G. Murray, Lancaster, Pa.

The Franklin Company is celebrating its twenty-fifth anniversary by a selling contest to run through the year. Each salesman starts as a rookie and works toward a generalship. There are five divisions in the Franklin army.

Of the above, the Lancaster man is the top notcher, holding the highest rank of any man in the army.

for Economical Transportation



Everybody agrees that Chevrolet closed cars offer beauty, smooth performance, stamina and comfort far above the expectation of Chevrolet prices. With the world's greatest closed car values to sell, Chevrolet dealers are prospering everywhere.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
		(Chassis Only)	
Coach - - -	\$645	1 Ton Truck -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET, MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T

State Bus Laws Conflict In Industry, Says Scragg

NEW YORK, March 13.—"From time to time members of the automotive industry have given some attention to the effect of state laws on motor bus design and how these changes affect production," declared George H. Scragg of the International Motor Company's bus department at the N. A. C. C. Motor Truck Committee meeting in New York this week.

"I believe the time has come, however, when this subject should be considered carefully, because if it is not studied and means are not set up to prevent the tendency of the states to interfere in these matters, we will find before long that we will pay dearly for our laxity," Scragg continued.

"Production methods have been more highly developed in the automobile business than in any other industry in the country. This is the fundamental principle which should guide us in our study of the effect of laws on our business, because the serious defect of the laws is that it interferes with production. I need not show that this is not just a selfish view—its effect is widespread. If our production is interfered with—and that means interference with the largest manufacturing industry in the United States—it means increasing costs for us and we in turn are compelled to pass this cost on to the purchaser of our products. He in turn passes the additional cost on to the bus rider.

"In territories of dense population, where riding habit is well developed, this additional cost is not so serious. On the other hand, in such territories, other methods of transportation have been developed and buses might not be so essential to the public welfare as in virgin fields.

"With the development of new highways and the growing habit of our population to travel, the out-of-the-way places off the beaten paths are in need of transportation. The bus fills this need. However, if state laws increase cost of motor bus operation, the tendency is to discourage the establishment of bus lines where the difference between a few cents in operating cost may mean the difference between profit and loss. This is the very place where the public welfare demands expansion of transportation facilities.

"I would like to review for just a moment some of the state laws requiring special equipment. I am aware that there are no standard designs between the manufacturers at this time, but there are certain recognized specifications to which we all build, and it is the rulings contrary

to these general specifications to which I am going to refer.

"We are all aware of the restrictions 90 inches is a reasonable width. Many states permit 94 inches, but as a general thing 90 inches is considered standard. In these two states the effect of this special body reduces the number of occupants of the bus.

"We know there are other states which have limitations of weight. In Maryland, for instance, a bus over a certain weight must pay four times the tax. This tends to force the operator to refrain from buying a job which might have a longer life and freedom from excessive maintenance cost because of its sturdiness. It might be a job with greater cost per mile simply because the additional cost is not greater than the additional tax. This naturally reflects on his earnings. And in passing I might say that some manufacturers of the lighter vehicle have been short-sighted enough to support this law instead of taking the broad position of the good of the industry. In this as in all similar things we must stand together and fight together and it is poor business sense for a few firms to fight the rest of the industry in a particular point because they are favored there.

"The New Jersey laws have been on the books for a year now and have forced manufacturers to build special bodies that are used nowhere else in the country, and they even go so far as to give the frame dimensions of the chassis.

"Last week the state of Massachusetts held a hearing on the subject of certain restrictions there. As this is new, I would like to discuss it with you, pointing out differences which I consider away from the general standards.

"1. Limitation of overall length to 25 feet.

"The present commissioners are not responsible for this ruling, inasmuch as this is the restriction set down by the highway rulings governing the length of vehicles. However, in order to get proper seating capacity on a 25-passenger intercity bus where proper knee-room is allowed, a greater length than this is necessary—as a matter of fact, another foot would ease the situation in most cases, and the commission has been asked in this case to consider the restriction—meaning the body alone—and to permit the bumpers front and rear to extend over the limited length.

"2. In spite of the fact that red is generally conceded to be the signal light, the

state of Massachusetts required the installation of yellow lens in the stop lights. 3. The lights were furnished in the destination sign were originally for the purpose of informing a bus rider who was waiting as to the destination of the bus. Habitual riders on a given route soon become accustomed to the different light combinations used in the destination signs, and in that way do not slow up buses in order to ascertain whether it is their bus or not. The other purpose of these lights is to show an oncoming vehicle that a bus is approaching, and, therefore, helps the driver to use judgment in giving the bus clearance.

These purposes are served no matter what color the lamps are. However, the State of Massachusetts would make these lights a special color for the state. Green, I think, is proposed. There is no real value to this, especially as a great number of interstate buses operate in Massachusetts, and the state board has no jurisdiction over them. As a matter of fact, if some of these state laws go through when laws regulating interstate bus laws are formulated, interstate operation will be impossible because of the inability to make all the changes called for by different states at state lines. In this particular case, the standard lights of the State of Connecticut are violet, and, therefore, their buses could not enter Massachusetts. The Massachusetts law in connection with these lights also gives the dimensions of the lens. In this case they are not restrictive sizes.

4. A power windshield cleaner is specified for buses—one within and one without—notwithstanding the fact that in most city operations buses are equipped with very large mirrors, which cover all the area of vision that two mirrors would cover.

5. A power windshield cleaner is another demand. In spite of the fact that most manufacturers have conceded that there is no satisfactory power cleaner yet developed for the motor bus. Certainly, there is less chance of failure with the hand cleaner than with the power cleaner.

6. The demand is made for a special guard rail around the driver. This is also requested in some other states and there is probably a place for it where buses are very heavily overloaded during peak hours and standless interfere with operation. However, Massachusetts asks for them on all types of buses in spite of the fact that they restrict overloading to 60 per cent. on city jobs and 30 per cent. on parlor car jobs. As a matter of fact, parlor car jobs very seldom have standless and there would be no interference with the driver. The guard, therefore, is useless and only tends to increase weight and increase original costs.

7. In spite of the fact that few accidents are reported from drive shafts breaking, Massachusetts asks that each bus manufacturer devise some means to prevent the drive shaft from falling to the ground or of hitting the body in case of breakage.

8. Also, a restriction is put on the manner of locking the bus.

9. Massachusetts requests that every bus be provided with grab handles at the receiving doors. Many operators have found that this is dangerous, inasmuch as people after alighting from the bus where a handle is provided, frequently hold on and are jerked from their feet when the bus starts. The operators of trolley cars have determined this and do not care to have the handles. This would seem to be a safety measure.

10. A ruling is made that all buses must carry tools. This is contrary to many companies, especially in the city where the driver is hired to be a driver only and all repairs are done by an emergency crew.

Your Advertising

Anything worth doing is worth doing well

By CARROLL RHEINSTROM
Director Advertising Service Bureau,
New York City

A Monday department of CONSTRUCTIVE CRITICISM to show how you can win more sales with your advertising dollar.

Your questions will be answered and specific advertisements discussed on this page EVERY MONDAY or direct by mail to you, if stamped, self-addressed envelope is inclosed. There is no other obligation whatever.

Address Advertising Service Bureau,
CARROLL RHEINSTROM, Director,
1926 Broadway, New York City

A New Free Service for A.D.N. Readers

THIS begins the Automotive Daily News's regular Monday department of advertising service. Every A. D. N. reader is invited to send in his own advertisements to be constructively criticized on this page; also, questions on any phase of his advertising work, to be answered here. If a stamped, self-addressed envelope is inclosed, a prompt response will be made directly and personally to the inquirer.

This department is being conducted by the Advertising Service Bureau. This places at your service an expert advertising personnel representing years of automotive merchandising experience. There will be no charge nor obligation entailed.

Write in your troubles freely (in confidence, if you so desire). You will find that the Advertising Service Bureau's advice is expert, practical and to the point. Let this date mark the day when your advertising will begin to work harder and make more sales for each dollar you spend on it.

ADVERTISING SERVICE BUREAU:—

I clipped these five ads from one issue of our paper. Will you please comment upon them?

Five concerns all making a bid for the same business! I see no reason why Mr. Customer should heed one bid, or another, or any, for that matter! If ONE of these advertisers will wake up and give some specific, important reasons why he can give the most satisfactory service, he will be bound to make twice as much money tomorrow. If he has no such reasons, he had better retire from competition now. He will, eventually!

Advertising Service Bureau.

Dear Mr. Rheinstrom:—

This ad measured a little over 3 inches deep on one column. How many customers out of a town of 25,000 should it have brought in?

L. A. C.

You must remember that the effectiveness of advertising is influenced by other factors than the advertisement itself. You must consider, for instance, your competition, average buying power of your prospects, current business conditions, etc. As far as this particular ad goes, I would say that its effectiveness could be at least doubled by printing the names of a few of the "quality cars" with the actual prices constituting the "bargains." People are rarely attracted by the general—always by the specific.

Used CARS

We have a few quality Used cars at bargain.

"They Have Made Good"

FALLS - MONARCH
LAMBERT TRUBLEPROOF
TIRES

VULCANIZING-REPAIRING-SERVICE

The Tire and Supply Company

Behind the Tire We Sell Stand Our Service

THE TRIANGLE
216-4th
Road Service-Vulcanizing

FIRESTONE
GUM DIPPED

Full Size Balloons—Over-size Cords
Steam Welded Tubes

Tire and Supply Company

Tire Service Co.
Distributors of
MOHAWK
Quality Tires and Tubes
Vulcanizing and Road Service
McKinley 3896
235-3rd St. SW.

Seiberling All Treads
Repair Work Road Service
Corner 6th and McKinley N.W.

Automatic Windshield Cleaners

MALCO AUTO SUPPLY CO., INC., announces that it has acquired the business of Malco Products Corporation, Bush Terminal, Brooklyn, New York, and is now in a position to supply automatic windshield cleaners with no liability to its customers by reason of patent infringement.

In the matter of patent litigation heretofore pending in the United States District Court for the Southern District of New York against Malco Products Corporation, validity and infringement of the Trico Products Corporation patents on automatic windshield cleaners in suit was admitted and conceded by Malco Products Corporation and a decree entered in that case holding the patents valid, and infringed by Malco Products Corporation. This settlement included a satisfaction of damages for past infringement by Malco Products Corporation by reason of the manufacture and sale of Malco automatic windshield cleaners, and a conditional satisfaction of damages on behalf of the customers or dealers of Malco Products Corporation for their past infringement in the sale of Malco cleaners.

Malco Auto Supply Co., Inc., has permission to manufacture its present type of automatic windshield cleaner until May 10, 1926, without any liability for patent infringement of the Trico patents on the part of its customers and dealers.

Look for our further announcement of our new cleaners.

MALCO AUTO SUPPLY CO., INC.
Bush Terminal Building Brooklyn, N. Y.

Elements of Advertising, No. 1

Definition

What Is Advertising

A THOUSAND attempts at definition have been made. One will be found neither in the dictionary nor in the opinions of purposeful persons. It is simply a statement of the circumstantial practices collectively expressed under the term: Advertising. Study well its terminology. Each word is essential.

Advertising is the multiple reproduction and distribution of information relating to an individual, a product, or a service.

Do your business interests apply to the promotion of an individual, a product, or a service? Then watch for the elaboration of this definition, under the chapter heads of Reproduction, Distribution, and Information, which shall constitute a complete, money-making series on the Elements of Advertising.

Accessories Trade Takes Upward Trend in Chicago

CHICAGO, March 13.—An optimistic trend in the accessories market was reported for last week by local dealers.

Although another cold wave cut into the sales to some extent, the showing made was the most encouraging this year.

The United Motors service did an excellent business last week, according to F. G. Harris, Chicago territory manager.

"Our business is going fine," said Mr. Harris. "March opened up with a bang. We were swamped with orders from jobbers on the first day of the month, and this has continued right straight through. This, we are quite sure, is due to the fact that the jobbers held off buying until March 1, so that they would not have to pay bills until April 15."

The cold weather and snow of last week hurt the other accessories, however, but all report that the prospects are bright for a banner year. "Our business dropped a little last week, because of the unfavorable weather," said E. S. Sindelar, sales manager of Beckley-Ralston. "We have lots of prospects, however, and are looking forward to lots of business."

SAN FRANCISCO

San Francisco, March 13 (U. T. P. S.).—Several important changes in ownership and location of San Francisco accessory houses took place last month in

efforts being made to provide the maximum service for the banner trade expected this year.

The Western Auto Supply Company, which already has eight stores in San Francisco, has absorbed the local business of the United Auto Supply Company, which operated three stores.

The Levin Auto Supply Company moved from Grove Street and Van Ness Avenue to Market Street and Van Ness Avenue, where the company will have a larger store and a more advantageous location.

The Patterson Parts, Inc., has enjoyed its best February business in its history. The firm is carrying a large line of parts, but is going slow on new parts for the new model cars in order to more closely gauge the demand.

H. K. Call, Polk and Post Streets, has found out that replacement parts and accessories are selling better than other lines because of the prevalent practice of manufacturers equipping cars with almost every conceivable appliance. The sale of tires leads and forms the backbone of the trade.

According to Chaslor & Lyon, wholesale accessory dealers, the retail business in the San Francisco district for February has been only fair, but dealers are keeping stocks well completed in anticipation of a busy spring season to start after March 1.

WITH THE TRADE

ABOLISH CREDIT

Rochester, N. Y., March 13 (U. T. P. S.).—Members of the Rochester Garage Owners' Association, which is said to comprise 175 out of the 250 garages in the city, have voted to abolish credit and henceforth conduct their businesses on a "cash only" basis. This decision, which was adopted at their last monthly meeting, is effective immediately.

NAMED DISTRIBUTOR

Houston, Tex., March 13 (U. T. P. S.).—The Vaughn Auto Supply Company has been named distributor for the Holley Hot Plate Vaporizer and carburetors for Fords in this territory, it was announced by B. M. Vaughn, general manager.

ANOTHER W. A. STORE

Columbus, O., March 13.—Opening of the Columbus branch of the Western Auto Supply Company at 129 East Gay Street was held Wednesday with F. R. Henry, general sales manager, assisting W. T. Garrett and L. L. McClung, who will have the management of the new branch. The Columbus store makes twenty-four in this company's chain.

Canton Jobbers Report Big Sales

Canton, O., March 13.—Sales aggregating \$350,000 in 1925 are reported by the Willis Company here, one of the largest wholesale jobbers of automotive replacement parts between New York and Chicago.

Tabulation of sales by this firm shows that in 1925 this company sold 225,000 piston rings in its territory, which covers a radius of fifty miles of Canton.

"Our business is on the increase, and 1926 looks like a \$400,000 year," said A. H. Willis, president and treasurer of the company. "There has been good demand for gaskets, piston rings, gears and axles," according to Mr. Willis.

The Willis Company, in addition to salesmen making regular territory, finds outlets for its parts through connection with twenty sub-dealers throughout the state.

Demand for replacement parts has been fully 30 per cent. better the past ten days, and with the advent of mid-March is expected to be stimulated even greater, officials of local jobbing concerns said.

ELLIOTT & WADDINGTON OBSERVE 10TH BIRTHDAY

New Castle, Pa., March 13.—The automobile accessory firm of Elliott and Waddington, North Jefferson Street, is observing the tenth anniversary of beginning business here, the date of which was March 1, 1916. The firm, composed of John E. Elliott and John B. Waddington, does an extensive wholesale business in Lawrence and adjoining counties in connection with the retail service here.

Memphis, Tenn., March 13.—The Yates Tire Service, Inc., has been opened at 190 Union Ave. as a new concern, managed by H. H. Yates and handling Dunlop tires exclusively.

THIS

will pay your RENT!

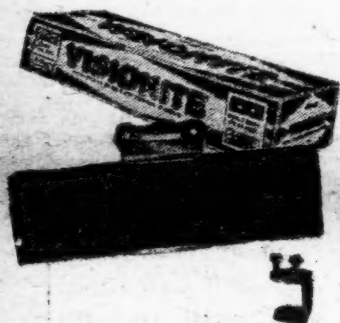
22,000 miles, 8 nails—yet tire still hard. Just tell your customers. They'll BUY. KEZEE pays complete shop overhead for H. J. of Detroit. Write for sales plan and discounts. No obligation. KEZEE Mfg. Co., 1111-13 N. Broad St., Philadelphia, Pa.

EEZEE Puncture Cure

New Automotive Equipment

This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

VISIONITE MIRROR

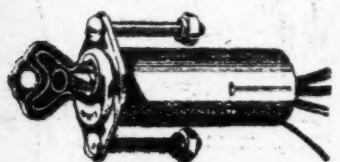


The K-D Manufacturing Company, Lancaster, Pa., is producing the Visionite, a non-glare driving mirror. It is claimed the mirror absorbs the glare from headlights or the sun instead of reflecting it.

Visionite is made of specially patented processed plate glass. It is mounted on ball joint universal bracket of black satin finish over Parkerized steel and fits both open and closed cars.

Size, 2 1/2 inches by 8 inches. Price, \$3.00 each.

ALARM IGNITION LOCK



The Loomis-Knight-Miller, Inc., of Springfield, Mass., is marketing the Likum Alarm Ignition lock shown above. It is designed to protect against theft by automatically blowing a horn when the car is tampered with. It also locks the ignition, making it impossible to start the motor in the usual way.

It is claimed no master key will unlock the ignition. Action of the lock is positive and is protected against short circuits.

Type A (for cars with single wires running to horn) sells for \$5. Type B (for cars with two wires running to horn) sells for \$7.

OIL PRICES ADVANCE

Dublin, Irish Free State, March 13 (U. T. P. S.).—The leading petrol distributing companies here have announced advanced prices for standard and commercial brands of petrol.

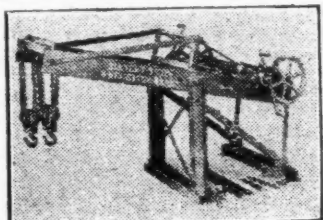
Accelerator Pedals



The Acme Manufacturing Corporation, Perkasee, Pa., is manufacturing an entire new line of accelerator pedals, arch and heel rests. It is claimed the lug on the side of the accelerator pedal makes it non-slipping.

Each of the above is designed for different cars. No. 102 is fastened to the floor board; No. 107 to the toe board; No. 106 is for floor boards with a center obstruction; No. 101 is for cars where accelerator button is set low on the toe board, and No. 108 is foot-shaped and adjustable with the base, which fastens to toe board.

Manley Wrecking Crane



The Manley Manufacturing Company, York, Pa., is manufacturing the five-ton wrecking crane shown above. It is built like the smaller Manley cranes, except that it has two independent hoists, and carries the load on two quadruple chains suspended from two heavy seven-inch channels. Its rating is five tons, with an ample overload capacity. It has a tilting beam with adjustable overhang, and is equipped with a center pulley between the two channels to use a single chain for light service.

SEATTLE BRANCH

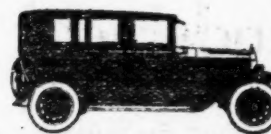
Seattle, Wash., March 13.—The E. V. Prentice Company of Portland, Ore., manufacturers of factory trucks and general wood-working appliances and machinery, has opened a sales branch office here at 910 1st Ave. South, under the management of Walter E. McGuire.

There are only four price divisions and the great WILLYS-OVERLAND LINE covers them all!

Write Toledo for Confidential Dealer Franchise Details



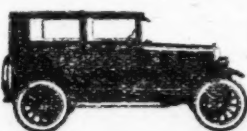
WILLYS-KNIGHT Great Six \$2295



WILLYS-KNIGHT "70" Six \$1495



OVERLAND Six Sedan \$935



OVERLAND Four Sedan \$595

All prices f. o. b. factory. We reserve the right to change prices and specifications without notice.

All automobiles naturally fall into but four great price groups...

1. The "pony" class, composed entirely of 4-cylinder cars selling under \$700 (4-cylinder cars over \$700 are now a rarity and by the end of 1926 they will be "antiques");
2. The second price-group is made up of so-called "light sixes", and embraces cars selling for from \$800 to \$1000;
3. The step next in order is the \$1500 group, composed of 6-cylinder cars of 50-h.p. or better. In this group, the new "70" Willys-Knight Six is the outstanding leader;
4. The last step embraces the "quality group" selling for \$2000 and over. Of this group, the Willys-Knight Great Six occupies front-rank position.

Willys-Overland, Inc., Toledo, Ohio Willys-Overland Sales Co. Ltd., Toronto, Canada

Now—in the great WILLYS-OVERLAND LINE—a car for every purse.

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by:
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3500

Entered as second-class matter August 27, 1925, at the post office at New York, N. Y., under the Act of March 3, 1879.

O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

MONDAY, MARCH 15, 1926

Advertising Headquarters—1926 Broadway, New York, N. Y. Telephone Trafalgar 4500.
Harry A. Tarantous, Advertising Manager. George M. Slocum, Manager Detroit Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager, 168 North Michigan Ave., phone Central 5936, Chicago, Ill. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.: 1037 Henry Building, Seattle, Wash. E. T. Burke, 126 Pearl St., Buffalo, N. Y. P. C. Rust, S. W. corner 15th and Cherry St., Philadelphia, Pa.
Address ALL advertising correspondence for New York office to 1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone Franklin 3900.

Alexander Johnston, Editor; Conrad J. Alexander, News Editor; Walter Boynton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C. Wetmore, Clyde Jennings.

SUBSCRIPTION RATES

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Cruelty to Molecules

THIS is the season of the year when four-legged chickens, horned toads and other interesting phenomena of nature begin to appear at Winsted, Conn. But this year Winsted has a rival in the great wide open spaces. Omaha, Neb., has entered the lists with a local inventor announcing a new automobile engine weighing 275 pounds, developing 150 horse power and driven entirely by molecular force.

According to the inventor, the engine will run indefinitely without fuel or other outside means of power. He explains the source of power of his engine as a piece of steel in which the molecules have been thrown out of equilibrium. Presumably their struggle to get back generates the power that runs the engine.

This is ingenious, but the learned gentleman comes from a bad section to try any such experiment as this. We may expect to hear of the formation of anti-cruelty-to-molecule leagues. Depriving molecules of their equilibrium in this brutal manner, not only ruins their dispositions, but actually takes the bread out of the mouths of their wives and families and in many cases eventually breaks up their homes. The obvious remedy is, of course, a constitutional amendment.

Oh, yes, the inventor's name is given as Dr. Cook.

Rubber Prices and Tire Prices

LORING M. BLACK, Jr., a Democratic congressman from Brooklyn, has introduced a resolution in the House, asking for an investigation of the tire industry, alleging that exorbitant profits have been made by the manufacturers. Mr. Black comments on his resolution as follows: "Mr. Hoover on January 26 contended that crude rubber had been driven down from \$1.09 to 68 cents a pound. It is now down to about 58 cents a pound. Therefore, there is a cut of almost 50 per cent. in crude rubber costs and only a cut of 10 per cent. in tire costs."

The fact is that tire prices react to crude rubber prices about three months later than the spot market. If, for instance, rubber were suddenly to rise to \$1 a pound today and stay there, the tire companies would continued for three months making tires from rubber bought at the present actual price of not much more than 50 cents. Then a revision of tire prices upward to conform to the \$1 a pound price would be necessary about June 15.

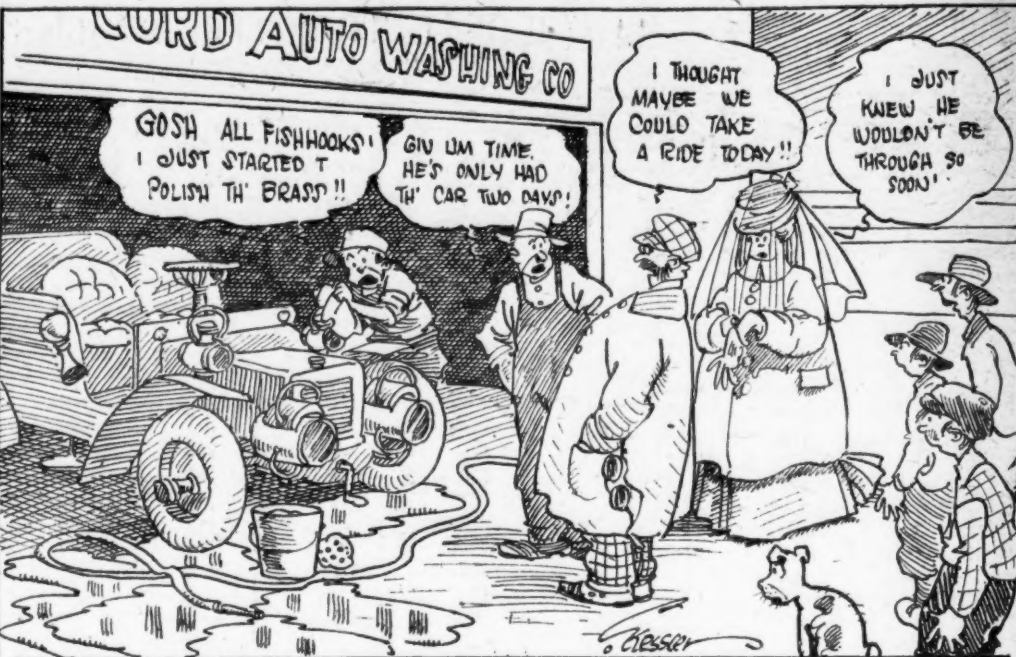
When rubber speculation drove the price up above \$1 a pound, the tire companies were able to continue manufacturing on crude costs below the top price for some three months, because they had on hand a supply of crude rubber bought at lower prices before the peak was reached. And before the makers began to operate on \$1.09 rubber, prices had broken, and, with the certainty of lower prices ahead, the companies absorbed much of the increased costs brought about by the inflated prices for crude. The actual fact is that tire prices NEVER REACHED the level that strict conformity to the peak of crude prices would have indicated. We doubt that the tire manufacturers have anything to fear from a Congressional investigation.

When C. C. Hanch, general manager of the National Association of Finance Companies, tells us that \$3,000,000,000 worth of motor cars were bought on the installment plan during 1925, we realize just what a big boy this industry is getting to be.

The Greek Republic is said to be contemplating the adoption of a constitution modeled on that of the United States. All we can say is: "Greece, old dear, take it easy on amendments."

Our Own Automotive Family Album— The Boyhood Days of Our Industry's Leaders

By Kessler



E.L. CORD, PRESIDENT OF THE AUBURN AUTOMOBILE COMPANY, GOT HIS START IN THE AUTOMOBILE BUSINESS WASHING CARS IN LOS ANGELES, CAL. IN THE DAYS OF MUCH BRASS.

Burruss Speaks To Akron Dealers

Akron, O., March 13.—Thirty-five members of the Akron Automobile Dealers' Association heard an address by William B. Burruss of Washington, former national sales councilor of N. A. D. A. on the necessity of a definite sales policy last week.

Burruss told the luncheon group they should first use care in selecting a staff of salesmen who have character, aggressiveness, reliability and endurance. Secondly these men should be trained to uphold a definite sales policy laid down by the dealer.

He urged a one price policy with no deviation. In stressing this point he pointed out that a dealer will not cut his price on a clean deal, yet many have the habit of allowing more on a used car than is legitimate and consequently on this class of trade actually cut prices. Such a policy is bad and should be discontinued, he stated.

In the evening Mr. Burruss addressed a gathering of 200 employees of the dealers' association on modern salesmanship. He suggested that they utilize their spare time in planning their work and being sure that they are honest in all their dealings.

W. G. Thompson of the Vacuum Oil Company will address the association on lubrication and its relation to sales, March 22. This meeting will be for Akron dealers and also dealers in the surrounding territory, being given under the auspices of the Akron Automobile Dealers' Association and the Ohio N. A. D. A.

H. E. Bennett, secretary-manager of the company, states that the dealers have become extremely interested in this type of sales education, and the meetings are drawing a full attendance from the members.

DIXIE TRADE PROMISING FOR MOTOR INDUSTRY

New York, March 13.—The Dixie trade, along with the export market, is one of the most promising fields of new business for the motor industry, according to the N. A. C. C. In Kentucky, for instance, there are 3,876 miles of bus routes, much of these serving communities which had no rapid transport service before.

WOOD RETIRES AS HEAD OF TRENTON AUTO TRADES

Trenton, N. J., March 13.—Harry C. Wood, announced his retirement as president of the Trenton Automobile Trade Association at the annual banquet given this week at the Stacy-Trent Hotel. The election of new officers will take place at the next meeting when the nominating committee will make its report. Charles Piper was appointed chairman and the other members are Philip W. McKeag, Oliver H. Sohl, Owen N. Henry and John L. Brock.

President Wood, made a gratifying report on the annual automobile show held here recently. The exposition proved a very successful one and a good sized sum was added to the show fund. One hundred and fifty members attended the banquet.

TO HOLD FIRST SHOW

St. Albans, Vt., March 13.—Under the auspices of the Chamber of Commerce and Company H, Vermont National Guard, the first automobile show ever to be held in the city will take place at the armory March 24 to 27.

Ford to Take Part In Air Conference

Philadelphia, March 13.—Aviation authorities of international reputation will attend a conference on "Aero-Transportation. Its Present and Future Possibilities," which has been called for Tuesday next, under the auspices of the Engineers' Club of Philadelphia. There will be an afternoon conference and a night meeting, followed by a banquet.

As Henry Ford is something of a newcomer in the field of air transportation, great interest to the appearance at the conference of William Bushnell Stout, of the air line division of the Ford Motor Company, who will speak on "Heavier Than Air Machines," will be given.

FISHER VISITS SOUTH

Birmingham, Ala., March 13.—Lawrence P. Fisher, president and general manager of the Cadillac Motor Company, was in Birmingham this week conferring with officials of the Drennen Motor Company, Birmingham representatives of Cadillac and Buick.

Coming Automotive Events

MARCH

- 12-18—Oklahoma City, Okla. Automotive Equipment Association merchandising meeting.
- 16—Holdenville, Okla. Automotive Equipment Association, meeting of the merchandising department.
- 17—Enid, Okla. Automotive Equipment Association, meeting of the merchandising department.
- 17-18—Winston-Salem, N. C. North Carolina Automotive Trades Association annual convention.
- 18—Winston-Salem, N. C. National Automobile Dealers' Association Sales Congress.
- 20-Apr. 9—State of Texas. Automotive Equipment Association, meeting of the merchandising department.
- 21—Los Angeles, Cal. Automobile race.
- 22-27—Longview, Wash. Automobile Show.
- 23-25—Washington, D. C. National Conference on Street and Highway Safety.
- 20-27—Bridgeport, Conn. Automobile Show.
- 23-28—Saratoga Springs, N. Y. Automobile Show.
- 25-26—Chicago, Ill. Society of Automotive Engineers and American Society of Agricultural Engineers, annual tractor engineering meeting.
- 28-Apr. 5—Detroit, Mich. Second Annual Motor Bus Show.

APRIL

- 3-14—Frankfurt-am-Main, Germany. International Motor Car Show.
- 5-9—Greenville, N. C. Automobile Show.
- 5-10—Savannah, Ga. Savannah Auto Trade Association Show.
- 10—New Orleans, La. Automotive Equipment Association, meeting of the merchandising department.
- 15—Fresno, Cal. American Automobile Association race.
- 20-23—Philadelphia, Pa. Retail Delivery Association, annual convention, Bellevue-Stratford Hotel.

MAY

- 1—Atlantic City, N. J. Races at opening of new speedway.
- 13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention, Book-Cadillac Hotel.
- 30-31—Indianapolis, Ind. 500-Mile race.

JUNE

- 1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.
- 14-19—Montreal, Canada. Automotive Equipment Association meeting, Mount Royal Hotel.

Financial News of the Automotive Industry

MACK 1925 SALES AND PROFITS SET NEW HIGH RECORD

Net Earnings of \$9,468,269 Last Year Compare With \$6,220,272

NEW YORK, March 13.—Net sales and net profits of Mack Trucks, Inc., for 1925 established new high records for the company, according to the annual report just submitted to stockholders. Sales aggregated \$69,912,183, as compared with \$46,622,621 in 1924.

The expansion of business was due chiefly to the increased growth of motor bus operation throughout the country, although the improvement in general business conditions last year also added to the use of motor trucks.

After allowing for all operating expenses, and reserves for depreciation and Federal taxes, the company reported a net profit of \$9,468,269.

Deducting the usual dividends on preferred stock, this equaled \$13.62 a share, earned on the 611,515 shares of no par value common stock outstanding. In 1924, after similar deductions, the company reported net profit of \$6,220,272, equal to \$17.95 a share earned on 283,109 shares outstanding.

The company paid \$1,137,751 in cash dividends on the preferred stock last year, and \$2,056,630 on common stock. Following these payments, there was a surplus of \$6,273,888, as against \$3,383,868 in 1924.

The consolidated income account for 1925, compares as follows:

	1925.	1924.
Sales	\$69,912,183	\$46,622,621
Net after deprec'n	11,636,789	7,155,272
Net, tax res.	1,568,500	935,000
Net profit	\$9,468,269	\$6,220,272
Div. dividends	1,137,751	1,137,751
Com. dividends	2,056,630	1,638,653
Surplus	\$6,273,888	\$3,383,868

A. J. Brosseau, president of Mack Trucks, says to stockholders:

"Sales for 1925 were \$69,912,183 compared with \$46,622,622 in 1924. During the year our directors authorized plant extensions at Allentown, Plainfield and New Brunswick. These extensions will be completed during 1926, making it possible for your company to take care of a greater volume of business than ever before. Your directors also authorized the erection of new service stations at Chicago, Jersey City, New Haven, Bridgeport, Worcester, Albany, White Plains, Camden, Baltimore, Tampa, Minneapolis and St. Paul. Your company produces and sells more high quality heavy duty trucks than any other company and it is also the largest producer of high grade buses.

Auto Steel Buying Shows Progressive Improvement

Pittsburgh, March 13.—Recent high percentages in production are being maintained by steel and iron manufacturers in the Pittsburgh district, with indications that January and February output will be exceeded materially this month. Subsidiaries of the United States Steel Corporation this week operated at 90 per cent. of capacity. The feature of this market continues to be purchases by the railroads. As yet there is no well developed sign of a spring movement.

Buying of primary steel products to date by the automobile industry has not been up to the expecta-

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net	Change
57 1/2	54 1/2	54		Advance Rumely pf.	200	56	56	74	—1
16	9 1/2	9		Ajax Rubber	1,200	12	12	12	—
94 1/2	82 1/2	82		Allis Chalmers	400	87	86 1/2	86 1/2	+ 1/2
44 1/2	29	29	6	Am. Bosch Magneto	1,000	14 1/2	14 1/2	14 1/2	+ 1/2
15 1/2	12 1/2	12	1	Am.-La. France	100	14 1/2	14 1/2	14 1/2	+ 1/2
32 1/2	28	28	3	Briggs Mfg. Co.	300	32	31 1/2	31 1/2	+ 1/2
45 1/2	39 1/2	39	4	Chandler Motor pf.	1,500	42 1/2	41	41 1/2	+ 1/2
49	46	46	4	Chicago Yellow Cab.	700	46	46	46	+ 1/2
54 1/2	48	48	3	Chrysler Corp.	15,900	42 1/2	41 1/2	41 1/2	+ 1/2
13	10 1/2	10	80	Continental Motors	12,600	12 1/2	12	12 1/2	+ 1/2
47 1/2	39 1/2	39	3	Dodge Bros. A.	22,300	37	36 1/2	37	+ 1/2
88 1/2	83	83	2	Dodge Bros. pf.	600	86 1/2	86 1/2	86 1/2	+ 1/2
32 1/2	26 1/2	26	7	Eaton Axle & Spring	100	28	28	28	+ 1/2
79 1/2	71 1/2	71	6	Electric Stor. Battery	2,400	79 1/2	78 1/2	78 1/2	+ 1/2
4	2	2		Emerson-Brant	200	2 1/2	2 1/2	2 1/2	+ 1/2
82 1/2	71	71	6	Electric Auto-Lite	400	74	73 1/2	74	+ 1/2
105 1/2	89 1/2	89	6	Fisk Body	2,200	95	94	94 1/2	+ 1/2
26 1/2	14 1/2	14		Fisk Rubber	2,700	19 1/2	19 1/2	19 1/2	+ 1/2
107	100	100	7	Fisk Rubber 1st pf. cv.	400	105	104 1/2	104 1/2	+ 1/2
42	37	37	3 1/2	Gabriel Snubber	600	40	39 1/2	40	+ 1/2
9 1/2	7	7		Gardner Motor	300	9	8 1/2	8 1/2	+ 1/2
131 1/2	115 1/2	115	12	General Motors	50,800	127 1/2	126 1/2	127 1/2	+ 1/2
115 1/2	112 1/2	112	7	General Motors pf.	300	115 1/2	115	115 1/2	+ 1/2
25 1/2	21	21	2	Glidden Co.	300	23 1/2	23 1/2	23 1/2	+ 1/2
70 1/2	60 1/2	60	4	Goodrich Co.	3,900	65	64 1/2	64 1/2	+ 1/2
109 1/2	101	101	7	Goodyear T. & R. pf.	800	106 1/2	106 1/2	106 1/2	+ 1/2
46	40 1/2	40	3 1/2	Hayes Wheel	500	43 1/2	43 1/2	43 1/2	+ 1/2
123 1/2	103	103	3	Hudson Motor Car	37,000	114 1/2	112 1/2	113 1/2	+ 1/2
28 1/2	17	17	1	Hupp Motor Car	2,000	23 1/2	23 1/2	23 1/2	+ 1/2
24 1/2	14 1/2	14	2	Indian Motorcycle	100	21	21	21	+ 1/2
66	46 1/2	46	3	Jordan Motor Car	3,500	56 1/2	54 1/2	55 1/2	+ 1/2
21 1/2	16 1/2	16	3	Kelly-Springfield	400	18	17 1/2	17 1/2	+ 1/2
74 1/2	65 1/2	65	6	Kelly-Springfield 8s pf.	100	71	71	71	+ 1/2
126	106	106	6	Kelsey Wheel	100	112 1/2	112 1/2	112 1/2	+ 1/2
169 1/2	117 1/2	117	6	Mack Trucks	8,800	127 1/2	126 1/2	127 1/2	+ 1/2
21 1/2	14 1/2	14	2	Martin Parry	200	21 1/2	21 1/2	21 1/2	+ 1/2
33	28	28	2	Martin Rockwell	100	32	32	32	+ 1/2
37 1/2	37	37	3	Moore Motors	300	33 1/2	33 1/2	33 1/2	+ 1/2
53 1/2	40 1/2	40	3 1/2	Motorcar A.	1,000	44 1/2	44	44 1/2	+ 1/2
33 1/2	28	28	2	Motor Wheel Corp.	800	30 1/2	30 1/2	30 1/2	+ 1/2
15 1/2	10 1/2	10	2	Murray Body	2,000	13 1/2	13 1/2	13 1/2	+ 1/2
64 1/2	50	50	6	Nash Motors	7,000	61 1/2	60 1/2	61 1/2	+ 1/2
22 1/2	16 1/2	16	2	Omnibus Corp.	1,100	18 1/2	18	18 1/2	+ 1/2
4 1/2	3 1/2	3	2	Packard Motor Car	3,800	27 1/2	27 1/2	27 1/2	+ 1/2
28 1/2	20	20	1 1/2	Paige-Detroit Motor	1,400	23	22 1/2	22 1/2	+ 1/2
43 1/2	37 1/2	37	6	Pierce-Arrow	17,000	34 1/2	33 1/2	34 1/2	+ 1/2
108 1/2	84 1/2	84	6	Pierce-Arrow 8s pf.	300	107 1/2	106 1/2	107 1/2	+ 1/2
10 1/2	7 1/2	7	2	Reynolds Spring	200	7	7	7	+ 1/2
21 1/2	21	21	2	Spicer Mfg. Co.	1,300	28	27 1/2	28	+ 1/2
92 1/2	72	72	6	Stewart-Warner Speed	6,200	84 1/2	83 1/2	84 1/2	+ 1/2
77 1/2	66	66	6	Stromberg Carburetor	2,400	72 1/2	72 1/2	72 1/2	+ 1/2
61 1/2	55	55	5	Studebaker Co.	21,200	58 1/2	57 1/2	58 1/2	+ 1/2
56 1/2	44 1/2	44	4	Timken Roller Bear.	2,000	53 1/2	52 1/2	53 1/2	+ 1/2
83 1/2	67	67	6	U. S. Rubber	8,000	76 1/2	75 1/2	76 1/2	+ 1/2
90	73 1/2	73	4	White Motors	1,800	78 1/2	77 1/2	78 1/2	+ 1/2
34	24 1/2	24	1	Willys-Overland	6,800	28 1/2	27 1/2	28 1/2	+ 1/2
98	91 1/2	91	7	Willys-Overland pf.	100	98	98	98	+ 1/2
32 1/2	27 1/2	27	75	Yellow C. & T. B.	2,000	30 1/2	30	30 1/2	+ 1/2
96 1/2	83 1/2	83	7	Yellow C. & T. pf.	200	86 1/2	86	86 1/2	+ 1/2

NEW YORK CUB									
Sales	Stocks	High	Low	Last	Chge.	Sales	Stocks	High	Low
1800 Aub. Mot.	65	63 1/2	64	64	—	25 Hupp	23 1/2	23 1/2	23 1/2
1900 Dur. Mot.	9 1/2	9 1/2	9 1/2	9 1/2	—	250 Reo Motor	23 1/2	23 1/2	23 1/2
3000 Faxon Mot.	6 1/2	6 1/2	6 1/2	6 1/2	—	4600 Stead. Warner	84 1/2	83 1/2	84 1/2
3000 Ford M. C.	41	40 1/2	40 1/2	40 1/2	—	1300 Vel. C. Tr. Mfr.	30 1/2	30	30 1/2
2000 Goodyear Tire	38 1/2	37 1/2	38	38	—	440 Yellow Taxi	47 1/2	47	47 1/2
3000 Midl. Steel	48 1/2	48	48	48	—				
500 Reo Motor	22 1/2	22 1/2	22 1/2	22 1/2	—				
500 Rep. M. T. eff.	8	8 1/2	9	9	+ 1/2				
500 Rick Mot.	6 1/2	6 1/2	6 1/2	6 1/2	—				
100 Spitf. B. El.	37 1/2	37 1/2	37 1/2	37 1/2	—				
100 Str. Car w/ 33	23	23	23	23	—				
500 Stutz Motor	29 1/2	28 1/2	28 1/2	28 1/2	—				
100 Timk. D. Axl	9 1/2	9 1/2	9 1/2	9 1/2	—				
200 U. S. L. H. pf.	6 1/2	6 1/2	6 1/2	6 1/2	—				
8100 Yel. Taxi NY	14 1/2	13 1/2	14	14	—				

CHICAGO									
Sales	Stocks	High	Low	Last	Chge.	Sales	Stocks	High	Low
5775 Aub. Auto	65 1/2	63 1/2	61 1/2	63	—	Ohio Brass	50	78 1/2	80
3550 Cont. Motor	12 1/2	12 1/2	12	12	—	Peerless	25 1/2	25 1/2	25 1/2
						Seiberling	26	25 1/2	25 1/2

Current Commodity Prices

STEEL PRODUCTS		IRON AND STEEL SCRAP	
Semi-Finished—Gross Tons		(Buying prices, f. o. b., New York)	
Billets, re-rolling	\$35.00a36.00	Heavy melting steel	\$12.00a13.00
Billets, forging	41.00a42.00	Machine shop turnings	9.50a10.00
Steel bars (hot rolled)	2.00a 2.10	Cast iron borings	8.50a10.00
Plates (hot rolled)	1.70a 1.80	No. 1 cast scrap	16.00a17.00
Blue annealed sheets	2.40a 2.50		
Black sheets	3.25a 3.35		
Auto body	4.40a 4.50		
Bands	2.40a 2.50		
Cold rolled strip	2.90a 3.00		
Hot rolled strip	2.30a 2.40		
Pig Iron, Basic	20.00a21.00		
Valleys	20.00a21.00		
Eastern Pennsylvania	22.00a23.00		

OIL AND GASOLINE	
MOTOR GASOLINE	
Garage (steel barrels)	— a17
Up-State New York	— a17
Single tank cars, delivered, New York	12 1/2a20
CRUDE OIL—PRICES AT WELLS	
Penn. grade oil in N. Y. Tran.	Line Co. Lines \$3.30
Co. lines	\$3.68
Bradford District oil in Nat. Tran. Co. lines	3.65
Penn. grade oil in Nat. Tran.	3.56
Co. lines	3.56
Gaines grade oil in Nat. Tran.	Co. lines
Penn. grade oil in S. W. Pa.	Pipe lines
Penn. grade oil in Eureka P.	Line Co. lines

MILL PRODUCTS	
Base prices, cents per pound, f. o. b., mill.	
High brass sheets	20 1/2a
Copper, in rolls	21 1/2a
Zinc, spot, New York	7.60a 7.85
Lead, spot, New York	8.75a 8.90
Aluminum, virgin 52a58c	27a

SEMI-FINISHED TUBING	
High brass	23.75
Copper	24.60
RODS	
High brass (round 1/2 to 2 1/2 in.)	16 1/2a
Copper, rods, round	22 1/2a

OLD METALS	
Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York—	
Heavy brass, shipping com.	8 1/2a 10 1/2a11 1/2a
New brass, clippings	8 1/2a 10 1/2a10 1/2a
Auto radiators	6 1/2a7 1/2a 7 1/2a 7 1/2a
Brass, heavy	6 1/2a7 1/2a 8 1/2a 8 1/2a

Cleveland-Chandler Put on \$4 Basis

New York, March 13.—Directors of the Cleveland-Chandler Motor Car Company have initiated quarterly dividends of \$1, establishing an annual basis of \$4. The disbursement is payable April 1 to stock of record March 22. The Cleveland-Chandler Motor Car Company represents a consolidation of the Chandler and Cleveland automobile companies.

Auto Car to Act On Merger Plan

Philadelphia, March 13.—A special meeting of stockholders of the Auto Car Company will be held March 20 to consider an agreement of merger and consolidation with the Car-auto Company, which agreement has been entered into by directors of respective companies. This is part of the reorganization plan.

DETROIT MOTORS GAIN

Detroit, March 13.—The annual statement of Detroit Motorbus Company shows that in 1925 the company carried 35,813,031 passengers, a gain of 22 per cent. over 1924. The company's vehicles covered 11,378,672 miles, a gain of 46 per cent.

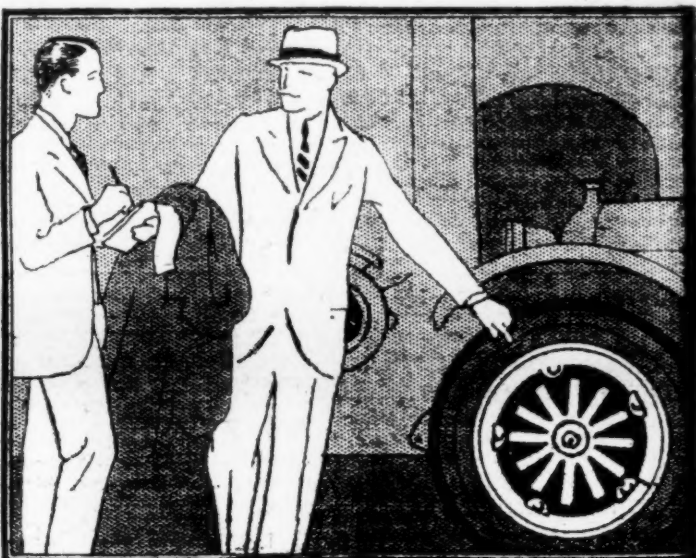
AUTO-LITE PLANS TO DOUBLE GROSS

Officials Expect 1926 To Show Sharp Improvement Over 1925

Toledo, March 13.—The Electric Auto-Lite Company will double its volume of business within the next few months, officials of the company predict. Profits of \$10.10 a share on a gross business of \$12,489,382 in 1925 were announced in statements mailed to stockholders.

With plans being worked out for the absorption of the American Bosch Magneto Corporation and Gray & Davis, Inc., under a deal announced several weeks ago, and with other important contracts pending, the business of the company is expected to show a decided increase in 1926. January reports were 25 per cent. better than in the same month a year ago.

Increased business of the American Enameled Magnet Wire Company, subsidiary, contributed to the net profits of the company. The subsidiary shipped 3,498,674 pounds of wire in 1925 and 2,403,464 pounds in 1924.



Dealers sell two kinds of motor cars—those which are equipped with Hayes Wheels and those which are not. Motorists want only one kind—those equipped with Hayes Wheels with Attached-Lug-Rims because they offer these definite and exclusive advantages: they eliminate rim squeaks, eliminate torn valve stems, distribute driving strain, save time in tire changes, save tire wear, save service expense. Why not have these sales advantages?

"Loose Lugs Are Behind the Times"

HAYES WHEEL COMPANY, Manufacturers, Jackson, Michigan

HAYES WHEELS

WITH ATTACHED LUG RIMS—STANDARDIZED IN WOOD, WIRE AND DISC

Dealer Activities

WILL SELL CHRYSLER CARS IN FLINT, MICH.

Flint, Mich., March 13.—The George L. Simmons Sales Company has just been appointed associate Chrysler dealer for Flint by Mathew Davison of Flint, Chrysler distributor for northern Michigan. Mr. Simmons is president of the Michigan Automotive Trades Association.

CHICAGO DEALER TAKES ON STUTZ AND STAR

Chicago, March 13.—The Tafel Auto Sales, Inc., 907.909 Diversey Parkway, is now representing the Stutz and the Star.

GOWANDA, N. Y., GETS OAKLAND DEALERSHIP

Buffalo, N. Y., March 13.—The Buffalo Street Garage, in Gowanda, N. Y., has just been appointed an Oakland and Pontiac dealer by the W. F. Groom Motor Corporation, Buffalo distributor.

BURNETT OPENS OWN DEALERSHIP IN PORTLAND

Portland, Ore., March 13.—Roy Burnett, who formerly was sales manager for the Cook & Gill Co. and has been with the Francis Motor Car Company for the past several months, has just entered business for himself. He has opened a sub-dealership at 42d Street and Sandy Boulevard and has taken the franchise for the Oakland and Pontiac cars under the R. Knox Roberts Company.

TAKES ON WILLYS-KNIGHT AND OVERLAND SALES

Dubuque, Ia., March 13.—The Newkirk Battery and Electric Company has just been granted the Dubuque franchise for the Willys-Knight and Overland automobiles. The company's garage is at 4th and Locust Streets, where it has been operating seven years.

Improvements

GETS LARGER QUARTERS

Evansville, Ind., March 13.—Arrangements have been completed by the West End Hudson-Essex Company, Hudson-Essex dealer, 1010 West Franklin St., to move to 1122 West Franklin St., Paul V. Drain, manager, announces. Remodeling at the new location will provide a two-car display room and a larger service department. Improvements will be completed by April 15. John Engel is service manager.

HUDSON DEALER MOVES

Seattle, March 13.—The Rainier Valley Motor Company, Hudson-Essex dealer, operated by Roy M. Holland and Jerry Magnuson, has just moved to a new and more centrally located home at 800 Rainier Ave. It was formerly located at 5716 Rainier Ave.

NEW STUDEBAKER HOME

Alhambra, Cal., March 13.—A new garage building costing approximately \$15,000 is being erected at Main and Olive Sts., to be occupied by S. D. Brockman, Studebaker dealer for El Monte and Alhambra.

BRANCH STORE MOVED

Philadelphia, March 13.—The Studebaker Sales Company of Philadelphia has moved its Germantown branch from 5735 Wayne Ave. to its newly completed building at 125 West Cheltenham Ave.

IN NEW HOME

Olympia, Wash., March 13.—The Iddins Buick Company has just moved into its new home on the corner of Central and Grand Aves. in Bellingham, Wash.

BUILDING \$15,000 HOME

Jesup, Ga., March 13.—A new building to cost approximately \$15,000, is nearing completion here for the Rogers-Madray Motor Company, which will occupy it about April 10, according to an announcement by the management.

DETROIT DEALER OPENS TRUCK DEPARTMENT

Detroit, March 13.—Bielman-Taube Motor Sales, Chevrolet dealer, has established a truck department, with a store on Woodward Avenue, some distance from the company's passenger car sales room. A. M. Bielman is president.

DEALERSHIP CHANGES HANDS IN LOCKART, TEX.

Lockhart, Tex., March 13.—Dr. J. T. Puchtel has just purchased the interest of Hilmer Scholl in the Lockhart Studebaker Automobile Company and will take charge at once. This is one of the largest dealerships in this city and has a large sales and service establishment.

DODGE DEALER OPENS EAST OAKLAND BRANCH

Oakland, Cal., March 13.—The J. E. French Company, Dodge Brothers dealer here, has just opened a branch sales and service establishment in East Oakland.

C. W. NASH ATTENDS NEW DEALER OPENING

Chicago, March 13.—Charles W. Nash, president of the Nash Motors Company, was among the factory officials who attended the opening of the new home of the South Side Auto Sales, Nash and Ajax dealer, at 1210 East 63d St. S. D. Rubenstein is manager and part owner of the company.

NASH AND AJAX SALES FOR VANCOUVER, WASH.

Olympia, Wash., March 13.—The Silsby Nash Company, with E. T. Silsby, former dealer of Bangor, Me., as manager, has been named Vancouver (Wash.) dealer for the Nash and Ajax cars. The new firm has opened salesroom and service departments at 9th and Washington Streets, Vancouver.

Fire Losses

\$100,000 GARAGE BLAZE

Lexington, Ky., March 13.—Damage, estimated at more than \$100,000 was caused by fire which destroyed the two-story garage building occupied by the Southern Taxicab Company here. Seventeen automobiles, property of the company, and about fifteen individually owned automobiles were destroyed. The loss was partly covered by insurance.

AUTO PARTS CO. FIRE

Springfield, Ill., March 13.—The Armstrong Auto Parts Company has been destroyed by fire. J. Earl Armstrong, manager, places the loss at \$35,000, with only \$13,000 insurance. The building was completely wrecked. Several automobiles, waiting to be demolished for parts, were destroyed, and the entire stock of parts is a total loss.

\$10,000 BLAZE IN GARAGE

Morris, Ill., March 13.—Five automobiles were destroyed and others badly damaged in a \$10,000 fire which swept the Liberty Garage, owned by Herman Bartlett and Charles Dickman. Twenty-five cars were stored in a room adjoining and several of them were damaged by heat, smoke and water. Insurance covers the loss.

86 MACHINES BURNED

Frankfort, Ky., March 13.—The garage belonging to Paul Marshall at Clay, in Webster county, has been destroyed by fire and eighty-six automobiles burned. The building was owned by Anderson Oakley. The loss on the building and machines is estimated at \$110,000, partly covered by insurance.

BIG DEALERSHIP FIRE

Dixon, Ia., March 13.—The Riefe & Kuehl Ford garage has been totally destroyed by fire with a loss estimated at \$25,000. A score of cars, including machines owned by the dealership and others in storage, were destroyed.

CHARLESTON DEALERS HAVE GOOD SHOW

Charleston, W. Va., March 13.—Large attendance and satisfactory sales were reported by dealers during the annual spring automobile show just closed, according to Charles F. Underhill, secretary of the Southern West Virginia Automobile Club, under auspices of which the exhibits were held. The show lasted for four days, and during the time thousands of persons visited the armory to inspect the new models on display. Numerous companies dealing in automobile accessories also took part in the show.

Incorporations

ILLINOIS

Springfield, Ill., March 13.—New automotive concerns incorporated here are: Broadway Motor Sales Company, 1903-11 South La Salle St., Chicago, \$1,000; buying, selling and dealing in automobiles and parts; Mary A. Costin, Katherine Kelly and Beth H. Nolan. Howard Auto Supply Company, 6225 Cottage Grove Ave., Chicago, \$25,000; manufacture and deal in all forms of personal property; Hubert Van Hook, L. Rosenthal and M. J. Skinner. Gardner Motor Company of Illinois, 2901 Michigan Ave., Chicago, \$10,000; Halsey Dunwoody, Neim Walker, I. W. Sleyester, R. E. Gardner, Jr. and F. W. Gardner; purchase, sell and deal in automobiles, motor cars, motor trucks, etc. Merritt-Eakin Auto Supply, Rockford, changed name to Eakin Bros. Auto Supply, Inc. Nippersink Garage, Inc., Fox Lake, \$5,000; G. G. James, W. J. Doyle and Lewis H. Mills; to build, erect, lease and conduct garage building and business. Kudell Motor Service, Inc., 1045 West Fulton St., Chicago, \$10,000; M. G. Kudell, John L. Heltman and Wallace Amundsen; own, operate and conduct a general freight forwarding and cartage business. Broadway Paige Jewett Company, 6111 Broadway, Chicago, \$14,000; buy, sell, repair and deal in automobile parts, equipment, accessories, etc.; Charles S. Jackson, C. Rudolph Ekberg and Harvey T. Clark. Alton Transportation Company, 340 West Harrison St., Chicago, \$80,000; own and operate motor buses for transportation purposes; R. S. Tutthill, Guy A. Gladson and Rodger Glover. Duo-Metal Piston Company, 129 South Laflin St., Chicago, \$25,000; Don J. Ingram, Anton Pondelik and L. Pondelik; manufacture and sell automobile pistons, repair gasoline motors, etc. Larsh-Brokaw Motor Company, 12 West 3d St., Alton, \$6,000; L. P. Nail, E. H. Larsh and H. T. Brokaw; deal in automobiles and automobile supplies, parts, equipment, accessories, etc. Lightning Battery Corporation, 6118 Cottage Grove Ave., Chicago, \$1,500; Margaret Grant, Frank Rogers and Fifield H. Berry; manufacture and deal in storage batteries, radio batteries and automobile batteries and accessories. Marquardt Motor Company, 2212-16 West Jackson Boulevard, Chicago, 200 shares no par value; Clarence W. Marquardt, N. G. Behles and S. J. Moran; purchase and deal in motor vehicles, their parts and appurtenances. Service Garage of Lincoln, Ill., 214 South Main St., Lincoln, W. W. Crawford, Nick Gasaway and Edgar Campbell; buy, sell and deal in used automobiles, motorcycles, tractors, etc. Dearborn St., Chicago, \$135,000; Edward Dixon, William M. Carleton and Joseph Wokral; manufacture and deal in and rent taxicabs, automobiles, trucks, tractors, etc. West Side Auto Exchange, Inc., Chicago, dissolved. Federal Cartage Company, 1818 Main St. Peoria, ten shares, no par value; teaming, trucking, hauling, moving, transferring and cartage business; James Burbridge, John J. Niehaus, Jr. and E. I. Olander. Globe Motor Sales, Inc., 2475-75-77 Milwaukee Ave., Chicago, \$10,000; John E. San Nattan, John R. King and Martin W. Carlson; manufacture and deal in automobiles, motors, bicycles, etc. West Side Automobile Sales Corporation, 605 Northwestern Ave., Chicago, \$5,000; buy and deal in automobiles, motorcycles and accessories; Leonard Metzinger, Frank M. Doyle and C. A. Block. Peerless Sales Corporation, Chicago; dissolved. Weaver Body Company, Chicago; decreased capital stock from \$400,000 to \$150,000. Interstate Accessories Corporation, 146 West 27th St., Chicago, 200 shares, no par value; J. B. Bremmer, J. W. Davis and George P. Gilman; manufacture and deal in shock absorbers, anchoring, fastening cable ends and all fittings, mechanical devices, etc. The Pioneer Manufacturing Company, 3149-55 Clifton Ave., Chicago, \$10,000; Nels W. Thybony, L. C. Larson and A. Hoffman; manufacture and sale of hardware and automobile specialties and mechanical devices.

WASHINGTON

Olympia, Wash., March 13.—New Washington incorporations include the following: Gardner Motor Company, Puyallup; amendment increasing capital stock from \$5,000 to \$14,200 and changing name to Valley Chevrolet Company of Puyallup. Mutual Sales Agency, Inc., Yakima, \$5,000; R. K. Gage, R. M. Mitchell and Mabel H. Mitchell. Brown & White Sightseeing Co., Seattle, \$10,000; George B. Coleman and Joe Robinson. Universal Engine Corporation, Seattle, \$999,999; Francis Barker and J. B. Devitt. Wold Hansen Motor Company, Tacoma, \$12,000; A. I. Wold and A. P. Hansen. Westlund Auto Company, Shelton, \$10,000; D. S. Robinson and Norman Westlund. Bi-Metals Securities Company, Tacoma, \$60,000; William Ferguson, H. H. Johnson, Ernest Felix, James Baker and Raymond P. Tarr. Peters Garage and Machine Works, Kelso, \$25,000; amendment changing the name to Bashor Motor Company.

Personal Items

STEWART RECOVERING

Olympia, Wash., March 13.—Reports from the Mayo Hospital in Rochester, Minn., where M. M. Stewart, Aberdeen Buick dealer and member of the state Legislature, is a patient, having undergone a recent nasal operation, are that he is on his way to complete recovery.

HOFFMAN HONORED

Lockport, Ill., March 13.—A farewell party to W. J. Hoffman, who has been advanced from chief chemist at the Lockport plant of the Texas Company to assistant superintendent of the Dallas, Tex., properties of the company was given by 180 employees here.

DEBOLT WITH CHRYSLER

Chicago, March 13.—Clyde DeBolt, for many years with the Schillo Motor Sales, which passed out of existence recently, is now traveling representative for the Chrysler Sales Corporation, with headquarters at 1623 Candler Building, Atlanta, Ga.

SNYDERS BACK HOME

Beaver, Pa., March 13.—John Snyder and Wahl Snyder, of Snyder Brothers & Baker, Inc., Beaver county Chevrolet dealer, have just returned from a three months' visit in Florida.

A. H. CAWARD

Waterloo, Ia., March 13.—A. H. Caward, 71, Waterloo capitalist, for thirty-five years identified with the oil industry, died at Ex-

celsior Springs, Mo., recently. He was an executive in the Hawkeye Oil Company, Blackhawk Oil Company and other corporations having headquarters here.

GRAVES LEAVES FORD POST

Los Angeles, March 13.—Byron L. Graves has resigned as the manager of the local branch of the Ford Motor Company, in order to take a more active part in developing the Western Air Express, of which he is treasurer. He had been associated with the Ford company for the past nineteen years, and since 1911 had been manager of the local plant. For the last four years he was also Western district supervisor.

APELAND BACK HOME

Chicago, March 13.—B. A. Apeland, part owner of the Woodlawn Motor Car Sales and Service Company at 6136 Cottage Grove Ave., is back from Florida with photographic proof of a rare catch he made in the Gulf. The picture shows Mr. Apeland and a red snapper weighing 211 pounds and measuring 4 feet 11 inches in length. Mr. Apeland took half an hour to land it, he says.

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